Presented by
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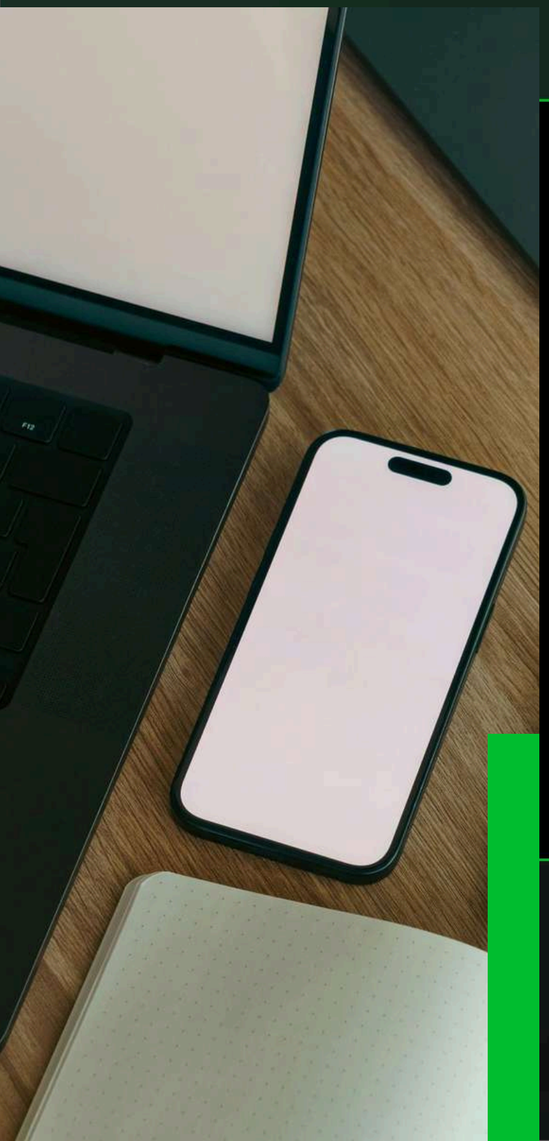
The Complete Guide to On-Page & Off-Page SEO for Beginners



What is SEO?

SearchEngine Optimization (SEO) isthe process of improving your website so it ranks higher on search engines like Google and gets more organic (free) traffic.

Two types of SEO
on-page seo & off-page seo

ON-PAGE SEO
(Everything on Your Website)

On-page SEO focuses on optimizing content and your structur inside your website

1.Keyword Research Find what people are searching for Use tools like:

*Google Keyword Planner

*Ahrefs

*Semrush

2. Title Tags (Very Important)

Appears in search results

Keep it:

- Under 60 characters
- Include main keyword

Example:

"Beginner’s Guide to SEO -Learn On-Page & Off-page SEO

3. Meta Descriptions

•Shortsummary showninsearchresults
•150–160 characters
•Add keyword + CTA (Call-to-action)

4.URL structur

Good URL:
yourwebsite.com/seo-guide
Bad URL:
yourwebsite.com/page?id=123

5.headings (H1 H2,H3)

H1 = Main title(usekeyword)
H2/H3 = Subtopics
Helps both users and search engines

6. High-Quality Content

Content shouldbe:

•Useful and original
•Easy to read
•Solve user problems

* Follow E-E-A-T:
  - Experience •Expertise •Authoritativenes
  - Trustworthiness

7. Image Optimization

•Use descriptive file names
•Add ALT text
•Compress images (faster loading)

8. Internal Linking

•Linktootherpagesonyour site

•Helps:

°Navigation

°SEO ranking

9. Page Speed Optimization

Usetools like:

•Google PageSpeed Insights

Tips:

•Compress images

•Use caching

•Minimize code

10. Mobile-Friendliness

•Website must work well on phones

•Use responsive design

11. HTTPS (Security)

•Use SSL certificate

Example:

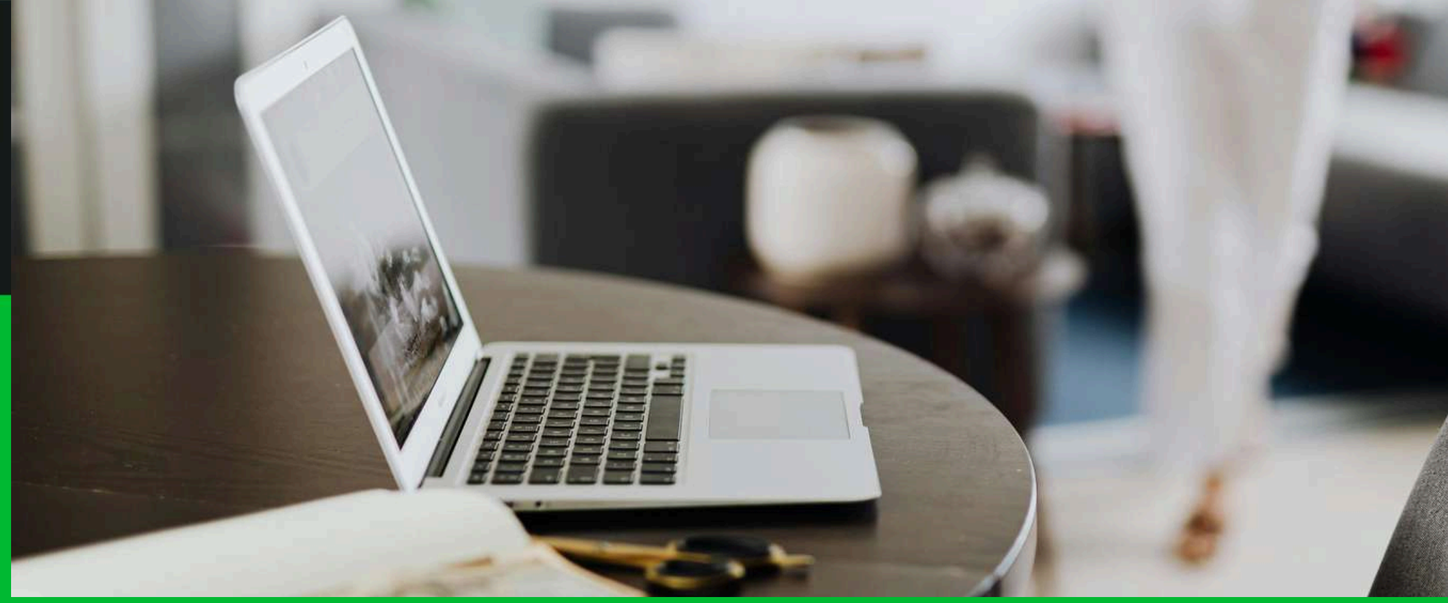
https://yourwebsite.com

12. Schema Markup (Structured Data)

•Helpssearchengines understand yourcontent

•Can show rich results (stars, FAQs)

OFF-PAGE SEO (Outside Your Website)



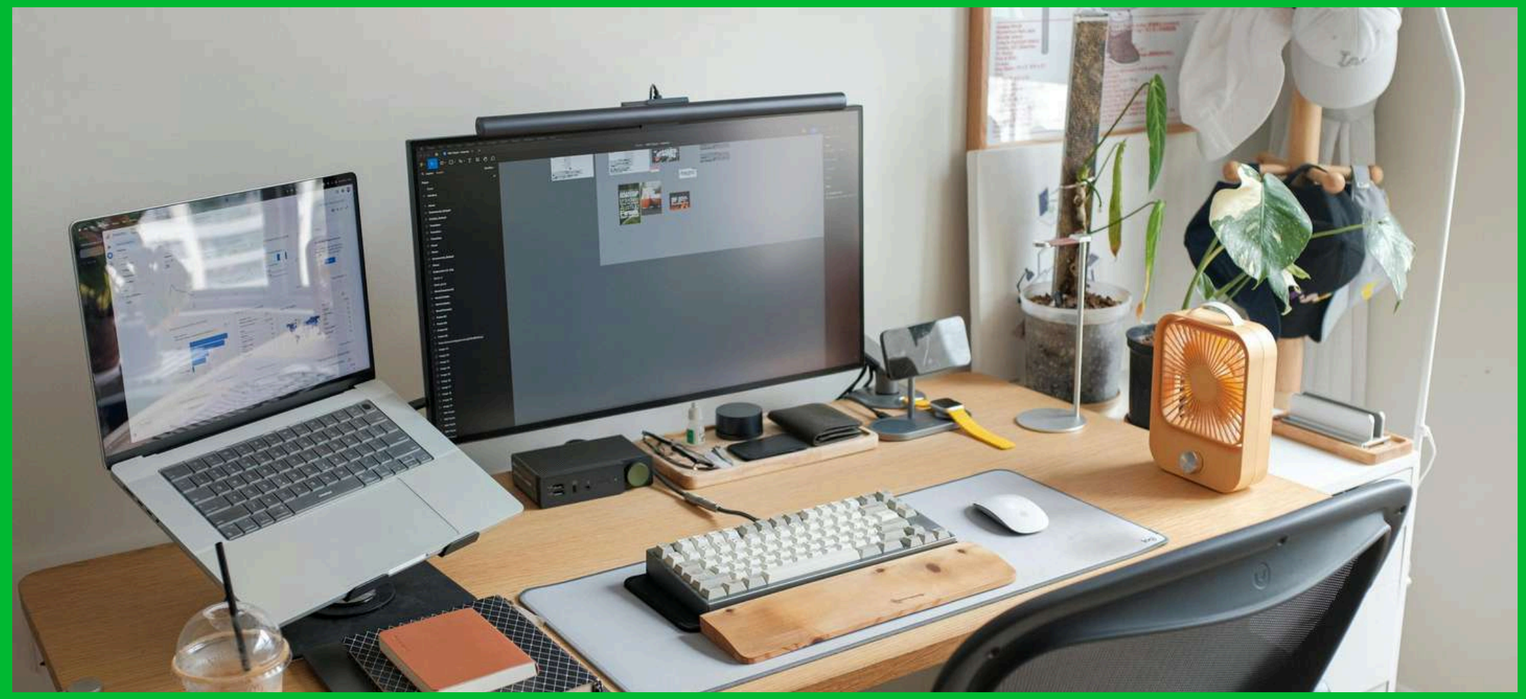
Off-page SEO focusesonbuilding authority and reputation.

1. Backlinks (Most Important)

Backlinks=linksfromotherwebsite to yours

Types:

- **High-quality (good)**
- **Spammy (bad – avoid)**



Best sources:

- **Blogs**
- **News websites**
- **Industry sites**

2. Guest Posting

•Write articles for other websites

•Get backlinks + exposure

3. Social Media Marketing

Platform : •Facebook

•Instagram

• Linkedln

Benefits:

•Traffic

•Brand awareness

4. Brand Mentions

When your brand is mentione Online

(even without links)

5. Online Reviews

Important for local SEO

Platforms:

Google Maps

Yelp

6. Local SEO

- Optimize for local searches
- Create profile on:Google Business Profile

7. Influencer Outreach

- collaborate with influencer
- Gain traffic + backlinks

8. Directory Submissions

- Submit your site to trusted directories

On-Page vs Off-Page SEO

Feature	On-Page SEO	Off-Page
Location	Inside website	Outside website
Focus	content structur	Authority &trust
Examples	Keywords, speed	Backlinks, social

THANK YOU